

A close-up photograph of several triangular slices of watermelon, showing the bright red flesh and dark seeds. The slices are piled together, creating a textured, vibrant red background that transitions into a solid red geometric shape on the left side of the page.

Our
business
today



fresca[®]
Group

Fresca Group is a major part of the fresh produce supply chain in the UK and beyond. Through a network of companies, Fresca Group is active from seed through to shelf in a fast-moving, competitive marketplace.



We're a grower, an importer and a wholesaler. We're a ripener, a packer and a provider of logistics solutions. We manage categories and manage products. Our talented, experienced staff work with the world's best growers to create a powerful commercial proposition.



Pioneering spirit, commercial acumen and a commitment to customer service have given Fresca Group a strong, diverse business. Over 1000 people now work for our companies, with combined annual sales exceeding £500 million.



Every major UK multiple retailer in the food sector is now served by a Fresca business. We maintain a strong reputation and a growing business in our wholesale activities too.

These pages explain our business today.



For more information, visit www.frescagroup.co.uk or email info@frescagroup.co.uk



@FrescaGroup

The Fresca Group

100% owned

primafruit™

Importer, packer, ripener and marketer of fresh fruit. Sites at Evesham and Bishop's Stortford.

MACK

Importer, packer, ripener and marketer of fresh produce. Based in Paddock Wood, Kent.

dgm
Growers

Grower of chicory, grower and supplier of vegetables, including 'niche' products: celeriac, fennel and artichokes.

MACK
wholesale

Branches in Birmingham, Bristol and Southampton. Broad customer base, including foodservice, caterers, secondary wholesalers, cruise lines, airlines and retail chains.

MACK
ship stores

Supply of fresh, frozen, protein, dairy and dry goods to the docks in Southampton and overseas.

joint venture

thanet earth™

Growing, packing & marketing speciality tomatoes, peppers & cucumbers from landmark site in Kent.

manor fresh limited™

Potatoes and vegetables - marketing and packing.

mmg citrus™

Partnership with Martinavarro, Spain's largest citrus grower. Growing, marketing and packing citrus. Source teams in Spain & South Africa.

carl ama®
UK

Marketing the avocado production of the leading Colombian avocado producer, Cartama, in the UK and Europe.

THE CUSTOM
plum
COMPANY

Research and commercialisation of exceptional new plum and interspecific stone fruit varieties from the Zaiger breeding programme in South Africa.





One of the best-known names in fresh produce, Mack is renowned for its 52-week supply of fresh fruit and vegetables, sourced from growers in the UK and all around the world.

Core customer focus for Mack is the UK multiple retailer market, with recent years seeing the company expand its customer base to serve retailers in Europe and South Africa too. Extensive contacts in the world of wholesale and foodservice help Mack to offer growers a comprehensive route to market for their crop.

We have teams based at key source locations to assist the commercial and technical teams in the UK. Relationships are based around long-term opportunities, innovation and trust, with many growers working together with Mack across generations.

Flexibility and responsiveness are key to success for Mack, with a varied service available. From contract and service provision to full category management, our team have the expertise needed to ensure a consistently great-quality product offer, tailored to the customer.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- 2,800m² packing factory
- 46 packing lines
- 7 day operation
- 24hr
- 2200 pallet spaces
- Flexible cold storage configuration
- Ripening facilities for bananas, stone fruit and avocados
- Blast chillers
- High care area
- Data analysis and NPD experts for shopper insights and category marketing

www.mack.co.uk

 @FreshFromMack





Evesham in Worcestershire is a key centre for fresh produce in the UK, and it's the home for fruit specialist, Primafruit.

The company has sourced fruit primarily for the multiple retailer market since its establishment in 1981, consistently delivering an innovative programme of year-round supply. Focus for Primafruit is on the UK retailer Waitrose, our businesses linked in a long term supply contract.

Building on our long-established sourcing of stone fruit, grapes and kiwi, our team has expanded our range to include products like citrus, bananas, pineapples and melons too. A recent extension to the facilities in Evesham has supported this growth and provided further operational capacity.

Equipped with industry-leading systems and with a purpose-built site, the strong team at Evesham makes sure that they deliver on time, every time.

- Headquarters and UK packing at Evesham, Worcestershire, with additional ripening facilities in Bishop's Stortford.
- 8,118m² operational area
- 20 packing lines
- 7 day operation
- 24hr if required
- 1920 pallet spaces
- Flexible cold storage configuration
- Marketing insights and data analysis
- Category marketing
- NPD and innovation team
- Products:
 - Citrus
 - Stone Fruit
 - Grapes
 - Kiwi
 - Bananas
 - Pineapples
 - Melons
 - Dates



The global citrus market is particularly fast-moving and exciting, and it's a very competitive space. To drive continuing success and growth for us and our customers, we created MMG Citrus Ltd as a joint venture business. The company brings together two industry giants - Spain's largest citrus grower, Martinavarro, and the UK's foremost fresh produce business, Mack.

Through MMG Citrus, UK retailers enjoy a relationship direct with the grower, whilst also benefitting from dynamic marketing expertise, local service and vast global reach. The shorter supply chain makes for faster reactions and more efficient logistics and operations.

Connecting with the consumer is key for MMG Citrus, with research and insights an important part of our business. We approach the marketplace differently, driving innovation and opportunity, not waiting for it to happen around us.

Our source teams are in key strategic locations, working closely with growers and liaising with our commercial teams in the UK and beyond.



- UK commercial office at Paddock Wood, Kent
- Operational capacity in the UK at The Fresh Produce Centre (see p5) and in Spain at Martinavarro facilities
- Multiple retailer & wholesale customers (UK and worldwide)
- Data analysis, marketing insights and dedicated NPD opportunity
- Investor in new packaging formats
- Products:
 - Tangerines
 - Clementines
 - Satsumas
 - Oranges
 - Lemons
 - Limes
 - Grapefruit





In the mid-2000s, a strategic review in our flourishing salads business highlighted the increasing demand for UK-grown salad crops on the British retail shelves. Viewed alongside a volatile import market, increased worldwide marketing opportunities for growers and the need to produce these crops in more environmentally-sustainable units, it became clear that there was a huge opportunity for Fresca if we could increase UK production.

By joining together with three product-growing specialist partners, we created a joint venture business with an ambitious plan to grow tomatoes, peppers and cucumbers on a brand new site in Kent. Thanet Earth manages year-round programmes for UK retail customers, with imported volumes working alongside the site's own UK production to maintain a premium quality offer throughout the year. A state-of-the-art packing factory ensures that the products move through the supply chain as swiftly as possible.

Thanet Earth continues to lead the UK protected salads industry, winning awards for sustainability and innovation, and continuing its expansion to the planned seven greenhouses on site.

- Site near Birchington, Kent
- When complete, 55ha of glasshouse on 95ha site
- £125m investment
- 52-week tomato harvest (lit production)
- Cucumber harvest Jan - Nov
- Pepper harvest Mar - Nov
- Generating electricity with CHP
- Source team based in Spain
- Education programme for schools
- Innovation and dedicated NPD programme
- Sustainability research
- Thanet Earth wholesale brand

- Products
 - Tomatoes
 - Peppers (bell, sweet bite and sweet pointed)
 - Cucumbers





This Lincolnshire-based fresh potato and vegetable specialist is another example of the flexible approach Fresca Group takes to business structure. Manor Fresh is a joint venture together with A H Worth & Co.

The business has a strong focus on potatoes, with a growing interest in vegetables - both conventionally-grown and organic. The core of the operation is to work with the very best potato growers, to ensure excellent flavour, reliability, texture and appearance for customers who demand a premium product.

Varietal development is an important business function which complements the extensive packaging development function that the team has established. On-site packing and storage facilities feature the latest environmentally-friendly technologies available to the market.

Customers from the UK retail and wholesale sectors.

- Site near Holbeach, Lincolnshire
- Purpose built and recently-renovated product storage capacity
- Packing factory refurbishment now complete, with major investment in new machinery.
- 'Signature' wholesale brand
- Award-winning NPD programme
- First to market with new varieties
- Seed potato sales
- Market analysis, customer insights
- Category management
- Products
 - Potatoes
 - Vegetables





Niche vegetables have experienced considerable growth in the UK retail market, in line with a broader consumer interest and widening of tastes in home cooking.

This has enabled DGM Growers to forge a strong business with a broad range of retail customers. Still the UK's only commercial grower of chicory, DGM Growers has close relationships with farmers for contract growing and vegetable procurement.

Alongside the growing of chicory, the site features a dedicated core packing area for its products, and a separate trimming and packing area for celeriac.

Considerable investment goes into marketing of the products and increasing consumer demand. Recipe development and promotion with food journalists and retailers helps raise the profile of the tasty, unusual products that we grow and sell.

- Site near Holbeach, Lincolnshire
- Chicory 'forcing' rooms on site - current production over 4 million chicory heads per year
- Cold stores on site for chicon and celeriac storage
- Introducing new products to retail
- Market analysis, customer insights
- Category management
- Products
 - Chicory
 - Celeriac
 - Pak choi
 - Fennel
 - Jerusalem artichokes
 - Globe artichokes
 - Broccoli
 - Chard
 - Courgettes
 - Legumes





The UK wholesale sector continues to thrive, and despite the growth in our retail businesses, wholesale remains at the heart of Fresca Group operations. For our company, wholesale is where our story began - with Matthew Mack and his stand at Covent Garden Market in 1874.

Through our branch network we supply a full range of fresh fruit, vegetables, salads and exotics sourced from the UK and from growers around the world. Our customers range from independent retailers to hotels and restaurants, caterers, food service companies and small retail chains.

The branches are still rooted in tradition, working through the night. It's a world where business is done on a handshake by people passionate about offering great quality products at very competitive prices.

- Branches:
 - Birmingham
 - Bristol
 - Southampton

- Personal service for customers
- Direct procurement
- Delivery fleet
- Working with other Fresca businesses to offer 'whole crop' solutions for growers
- Mack Select brand
- Mack Premium banana and avocado brand

- Products:
 - Fresh fruit
 - Vegetables
 - Salads
 - Flowers & plants
 - Exotics
 - Dry goods & drinks





With more than 35% of the UK's fresh produce supply coming through the wholesale route to market, there's still a great demand and opportunity for primary importers and trading desk businesses like Mack International Trading (MIT).

At MIT we've built relationships with growers in the UK and abroad, to broker products specifically into the wholesale and foodservice markets.

Particular specialisms include citrus and top fruit, but recent years have seen considerable growth and opportunity in other product areas and MIT now has a very diverse product portfolio.

Particular growth has come from building the Mack brand name at wholesale. Mack Premium bananas and avocados are now a hugely popular product for MIT, along with the seasonal Mack Select products.

- Office in Southampton
- Direct procurement
- Working with other Fresca businesses to offer 'whole crop' solutions for growers
- Mack Select brand
- Mack Premium banana and avocado brand

- Products:
 - Fresh fruit
 - Vegetables
 - Salads
 - Exotics





MACK ship stores

Our Southampton wholesale branch has served cruise liners with fresh produce for many years. To expand the offering across other products was a significant opportunity.

Mack Ship Stores provides a broad mix of frozen products, meat, dairy, fish, dry goods and drinks for major cruise line customers. The most prestigious, majestic ships in the world rely on Mack to provide products of distinction for a very discerning clientele.

- Site at Southampton (3 miles from port)
- Flexible cold store configuration
- Ambient dry stores area
- BRC certificated (storage & distribution)
- DfT validation & known consignor for air cargo
- Container forwarding service
- Our own delivery fleet



MACK food service

This flexible, responsive part of our business serves customers with bespoke packed product - wholehead trays, fresh fruit boxes, hand-selected ripe and ready boxes and bagged herbs, for example. Customers include convenience retailers, airlines, catering companies and box delivery scheme providers.

This business works around the needs of its customers with its talented team winning the award Food Service Supplier of the Year from the FPC.

www.mwmack.co.uk

- Site at Southampton
- Flexible cold store configuration
- Our own delivery fleet
- Flexible, bespoke service
- Rapid response





The berry category has enjoyed significant growth in recent years, with UK-grown strawberries highly prized by consumers. A seasonal 'must have', we wanted to be at the heart of this category and to understand its complexity from a grower's perspective. To complement the fast-expanding berry business at Mack, we helped fund a management buy-out at successful UK strawberry grower, Wallings Nursery.

Wallings has strawberry production for the longest season possible, using a combination of glasshouse and polytunnel facilities. This helps to ensure a consistent supply through the season, and maximises the yield for the available area.

Renowned for willingness to participate and invest in research and development projects, Wallings Nursery is working with researchers to test LED lighting combinations to extend the UK strawberry season. Alongside this, we invest in new variety development, in sustainability initiatives and in environmental measures on farm.

- Nursery site in Manningtree, Essex
- 7.5 acres glasshouse (circa 10% of UK total for strawberries)
- 5 acres polytunnels
- Strawberry Breeding Club member
- Winner of FPC Soft Fruit Grower of the Year award
- First commercial strawberry grower to use LED lighting technology





Colombian avocado exports are changing the face of avocado supply in the UK. Colombia's leading avocado grower, Cartama, has developed a phenomenal 11-month harvest period. This means that the typically-difficult supply periods for the UK (the shoulders of the seasons for traditional source countries) can be smoothed out.

By creating a joint venture business together with Cartama, a much improved, consistent quality offer is now available for the UK. It's complemented by efficient shipping and by expert product handling and ripening at The Fresh Produce Centre in Paddock Wood, Kent.

Cartama UK is responsible for marketing the Colombian avocados in the UK and Europe. The company is set for fast growth in line with the maturation of the many thousands of new trees planted by Cartama as part of a major expansion programme.

Customers range from UK multiple retailers to wholesale and foodservice customers.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Importing, marketing, ripening and packing avocados from Colombia
- Flexible configuration packing factory
- 7 day operation
- 24hr if required
- Flexible ripening room configuration
- Blast chillers
- Data analysis and NPD experts for shopper insights and category marketing





Driving forward exciting new varieties of stone fruit is a really important part of maintaining and growing market share. Customers need new and exciting options to keep the category moving forwards, with better brix and better flavour, colour and product eating quality.

Zaiger is one of the world's leading breeders of new stone fruit varieties, with their work on hybrid plums giving rise to market-leading varieties like Flavor King® and Flavor Fall plums. We see a very strong future for their new releases of hybrid plum varieties which typically arise from a cross-pollination process between selected varieties of plum and apricot.

Together with RSA stone fruit grower Fruits Unlimited, Mack has formed a joint venture business – Custom Plum Company. This business markets these incredible new Zaiger interspecific plum varieties to growers in South Africa, aiming for these much improved variety options to become the clear varieties of choice for growers to replace their older, less productive orchard plantings.

With leading UK retailers already working with CPC partner Mack, there's a ready-made, premium marketplace for the harvest with appreciative British consumers.

- Offices in Paarl, Stellenbosch, RSA and at The Fresh Produce Centre, Paddock Wood, UK
- Marketing of Zaiger interspecific plum variety releases in South Africa
- Technical advice and support
- Marketing opportunities to the UK premium retailers and other international export markets



Contacts

Fresca Group Ltd

The Fresh Produce Centre,
Transfesa Road, Paddock Wood
Kent TN12 6UT

(T) 01892 831595

www.frescagroup.co.uk

Mack

*Procuring, importing, ripening,
marketing & packing bananas,
pineapples, grapes, stone fruit,
melons, berries, avocados and
vegetables*

The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6U

(T) 01892 835577

www.mack.co.uk

MMG Citrus Ltd

*Growing, procuring,
importing, marketing
and packing citrus fruit*

The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6UT

(T) 01892 831212

www.mmgcitrus.com

Primafruit Ltd

*Procuring, importing, ripening
marketing and packaging fruit*

Enterprise Way, Vale Business
Park, Evesham, Worcestershire
WR11 1GT

(T) 01386 425000

www.primafruit.co.uk

Manor Fresh Ltd

Potatoes and vegetables

Manor Farm, Holbeach Hurn,
Spalding, Lincolnshire PE12 8LR

(T) 01406 421100

www.manorfresh.co.uk

DGM Growers

*Grower and wholesaler of niche
vegetables*

Oak House, Holbeach Bank,
Spalding, Lincolnshire PE12 8BB

(T) 01406 422615

www.dmgrowers.co.uk

Thanet Earth

*Grower, importer and
marketer of salad crops*

Barrow Man Road,
Nr Birchington,
Kent CT7 0AX

(T) 01843 844700

www.thanetearth.com

Wallings Nursery Ltd

Grower of strawberries

38 Harwich Road, Lawford,
Manningtree, Essex CO11 2LS

(T) 01206 230728

www.wallingsnursery.co.uk

Cartama UK

*Procuring, importing, ripening
marketing and packaging fruit*

The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6UT

(T) 01892 831555

mail@cartamauk.com

Custom Plum Company

*Marketing varieties of Zaiger
interspecific plums to growers in RSA*

www.cpcsouthafrica.co.za

Mack Ship Stores

Cruise Ship Supplies

Aurora Building, Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU

(T) 023 8073 5100

www.mackshipstores.com

Mack Food Service

Added value to fresh produce

40 Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU

(T) 023 8074 7560

Mack Wholesale Branches:

Mack Birmingham

Horticultural Market,
Wholesale Market Precinct,
Pershore Street,
Birmingham B5 6UN

(T) 0121 622 4111

Mack Bristol

Wholesale Fruit Centre,
Albert Crescent,
Bristol BS2 0YH

(T) 0117 971 2213

Mack Southampton

40 Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU

(T) 023 8074 7560

Mack International Trading

40 Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU

(T) 023 8074 7570